

What Is Claimed Is:

1. A method for selling a giftcard at a store location of a first retailer for use at a second retailer, the method comprising:

displaying giftcards in the store location of the first retailer;

activating a giftcard upon receipt of a purchase amount from a customer;

forwarding active giftcard information to a processor associated with the second retailer; and

transferring proceeds from the first retailer to the second retailer, the proceeds including at least a portion of the purchase amount.

2. The method of claim 1, further comprising calculating a revenue share of the purchase amount for the first retailer, in which the proceeds are equal to the purchase amount less the revenue share.

3. The method of claim 1, in which the giftcard has a preset credit value.

4. The method of claim 1, in which multiple sets of giftcards are displayed at the first retailer, each set of giftcards being redeemable at a different second retailer.

5. The method of claim 1, in which the processor is provided by the second retailer.

6. The method of claim 1, in which the processor is provided by a third party associated with the second retailer.

7. A method for selling a giftcard at a store location of a first retailer for use at a plurality of second retailers, the method comprising:

displaying giftcards in the store location of the first retailer;

activating a giftcard upon receipt of a purchase amount from a customer;

5 forwarding active giftcard information to a processor associated with the plurality of second retailers; and

transferring proceeds from the first retailer to the plurality of second retailers, the proceeds including at least a portion of the purchase amount.

10 8. The method of claim 7, further comprising calculating a revenue share of the purchase amount for the first retailer, in which the proceeds are equal to the purchase amount less the revenue share.

9. The method of claim 7, in which the giftcard has a preset credit value.

15 10. The method of claim 7, in which the plurality of second retailers comprise an outside retailers consortium, and in which the processor is provided by the outside retailers consortium.

20 11. The method of claim 7, in which the plurality of second retailers comprises an outside retailers consortium, and in which the processor is provided by a third party associated with the outside retailers retailer.